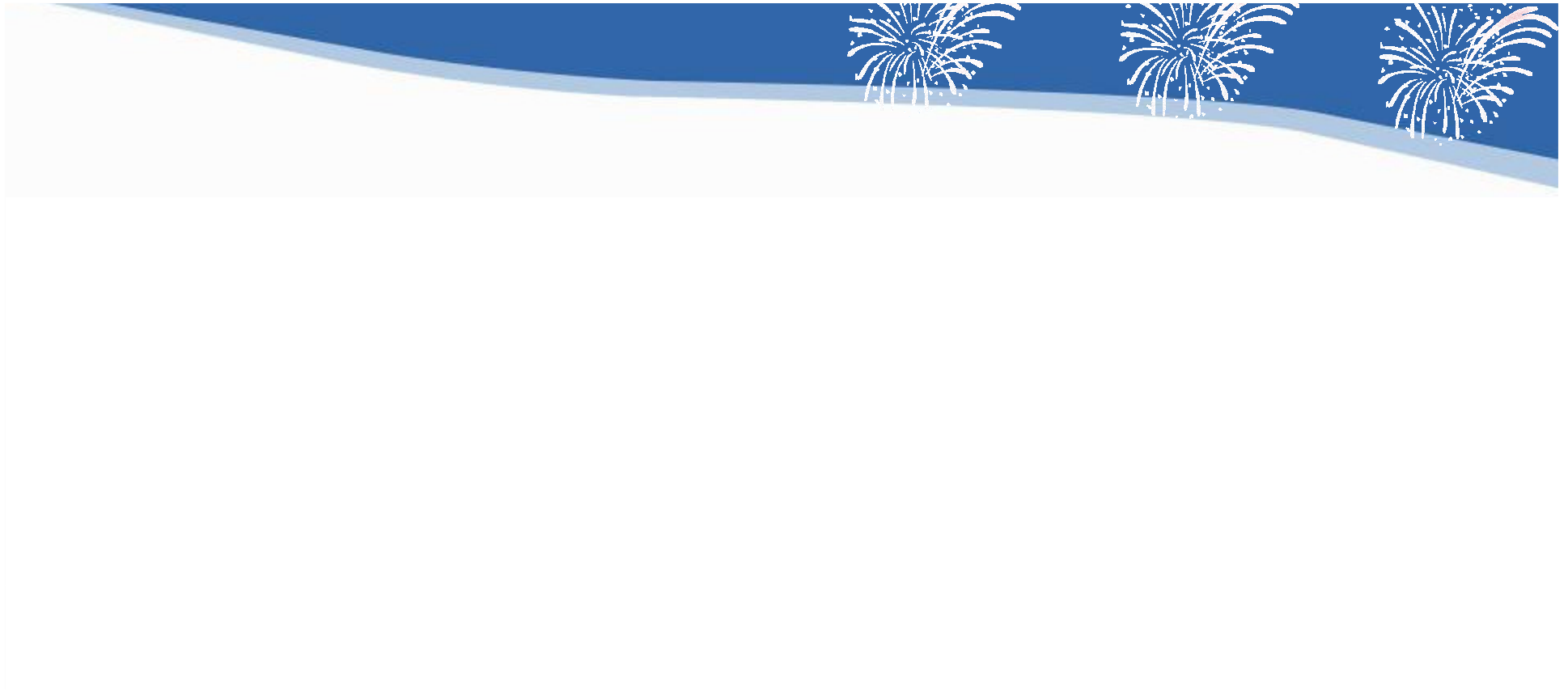


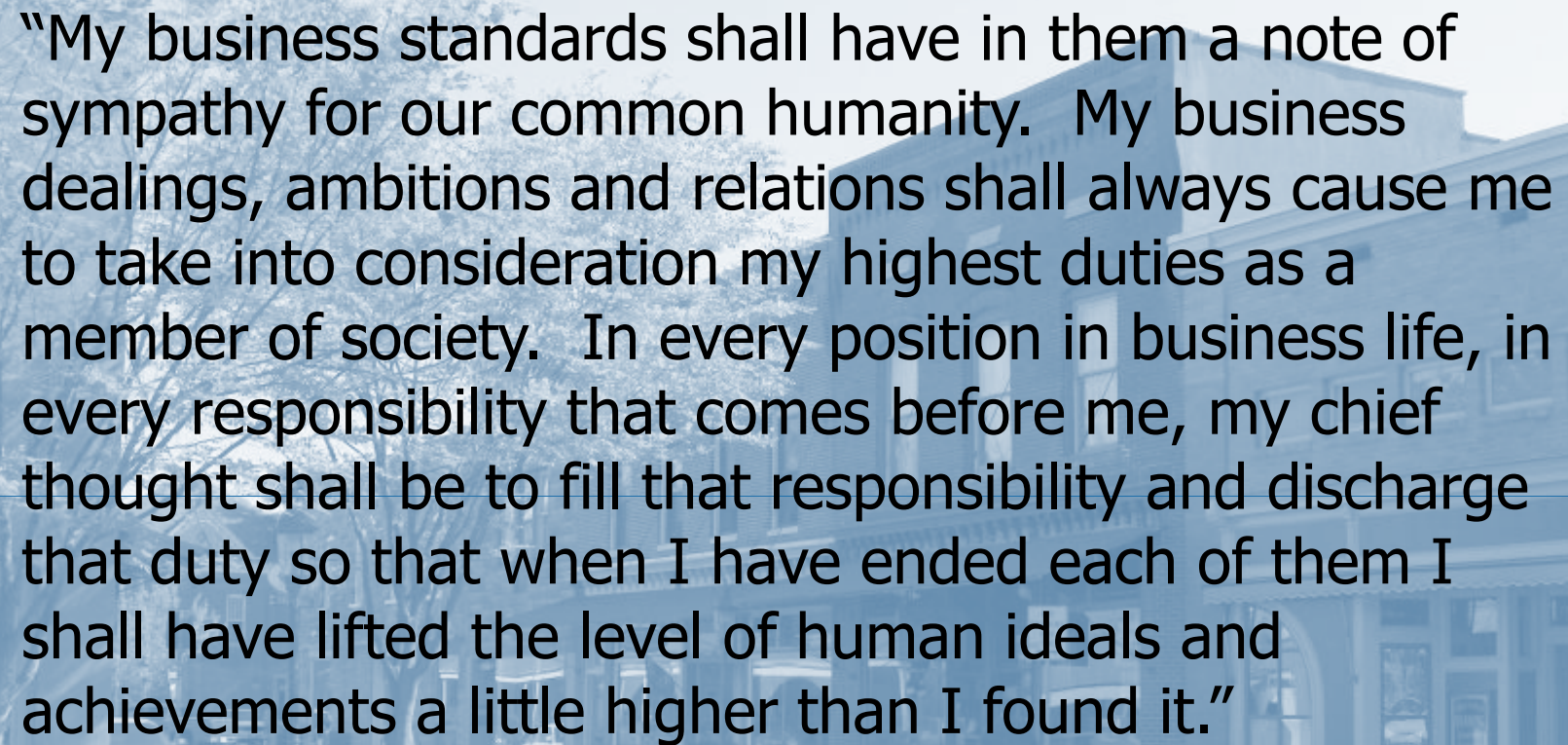


# TEAM Eventacular

*Towns, Events and Merchants  
Partnering for Profits*

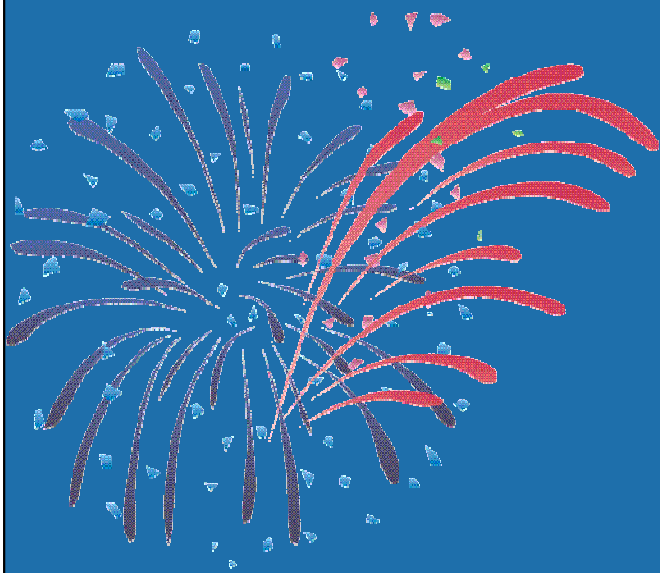




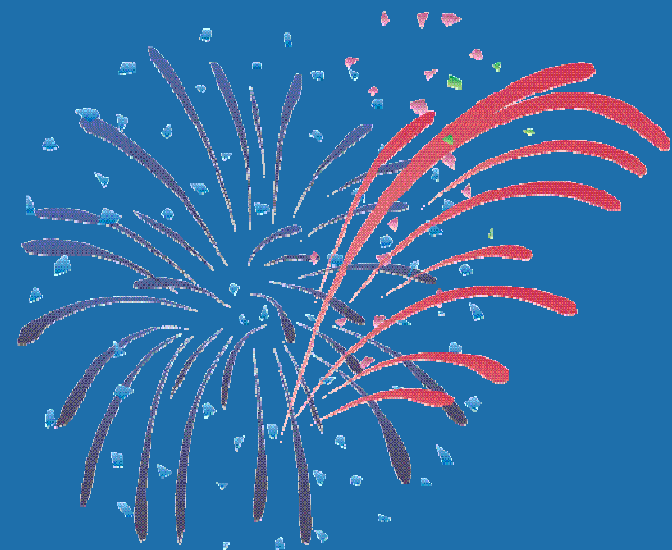


"My business standards shall have in them a note of sympathy for our common humanity. My business dealings, ambitions and relations shall always cause me to take into consideration my highest duties as a member of society. In every position in business life, in every responsibility that comes before me, my chief thought shall be to fill that responsibility and discharge that duty so that when I have ended each of them I shall have lifted the level of human ideals and achievements a little higher than I found it."

Written in 1867 by General Lester S. Willson, Purveyor,  
Bozeman, Montana



Small towns throughout the Commonwealth  
relish their hometown events and traditions  
commemorating their history and culture.









# Sample Events

- Sesquicentennial of the Civil War events throughout Virginia
- Flower and Garden Festivals
- Arts and Craft shows
- BBQ's and Chili cookoffs
- "We be Jammin'" concert series
- Antique and Hot Rod cars shows
- Halloween parades and events
- First Fridays and Second Saturdays
- Christmas Parade and Holiday events













# Local Events

- Most are intended to introduce new and return visitors to the downtown and also bring out the locals
- Most towns market these events above and beyond what the merchant could afford on their own
- Event visitors should be considered potential shoppers (now or in the future) in your place of business – not a nuisance



# Local Events

- Be involved in the vision, planning and execution of the event

**Communicate,  
Communicate,  
Communicate!**

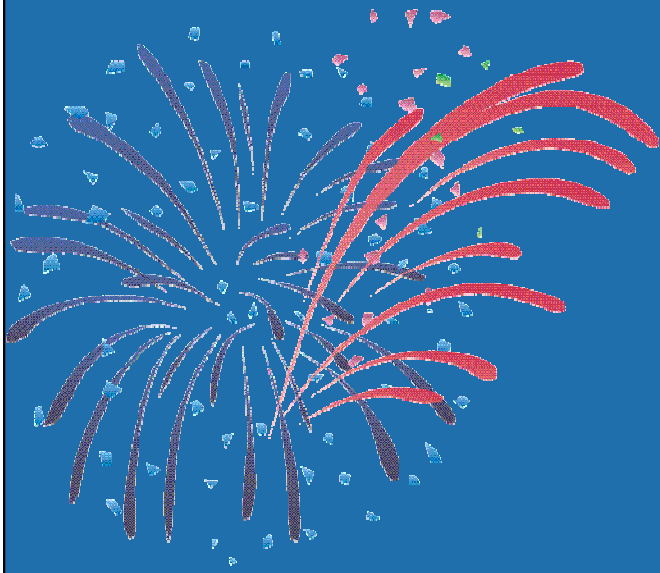
# TEAM Eventacular



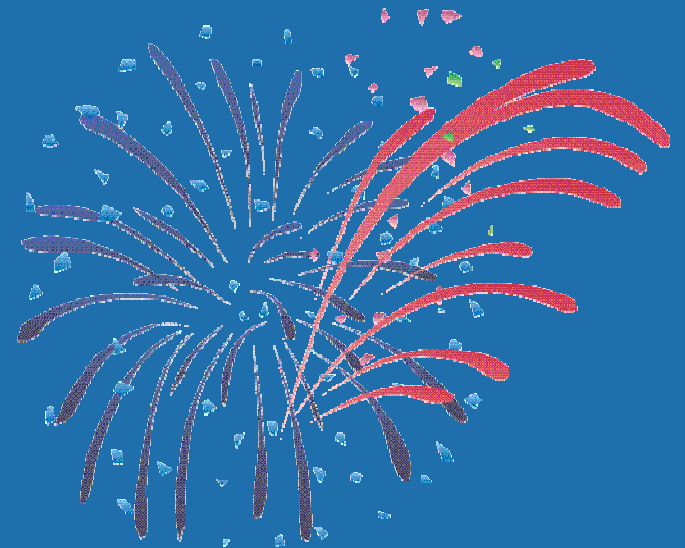


# Benefits To You

- New customers!!!
- A reason to promote or have a sale – just like a sidewalk sale
- Unity
- Community
- Free advertising



# Before the Event





# Get involved in the Planning

- Help shape the event
- Attend event meetings
- Suggest ways that the event could help merchants
- See if there are flyers/maps being printed up for the event and try and get listed
- See if the town/event website could have links to all your websites





# Issues for Consideration

- Information booth or entryway
- Parking – offsite?
- Booth placement
- Directional signage – map for the event
- Blocking the street or sidewalks
- Demographic of visitors
- Venue



A decorative header featuring a dark blue background with three stylized white fireworks exploding. Below the fireworks is a light blue wavy line.

# Plan for the Day of the Event

- Promote the event in your store
- Have coupons made up to hand out them out
- Use “sandwich boards” to announce specials for your promotions
- Do a coop advertising campaign in the local newspaper
- Your Facebook and Twitter pages should communicate with your customers





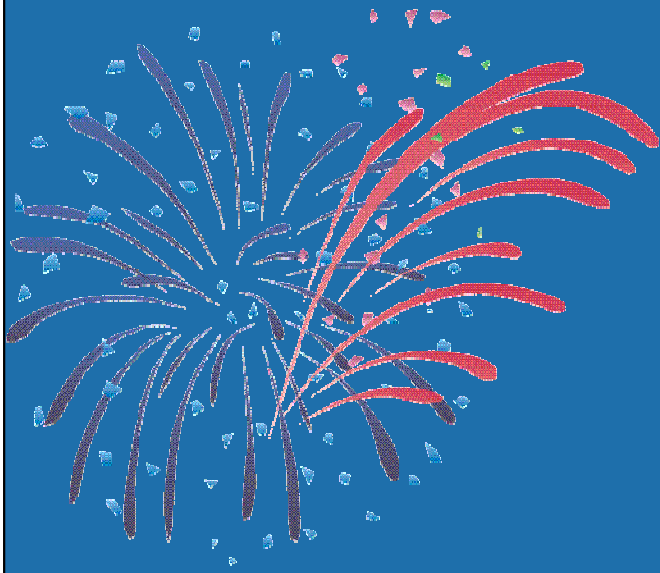


# Window Displays

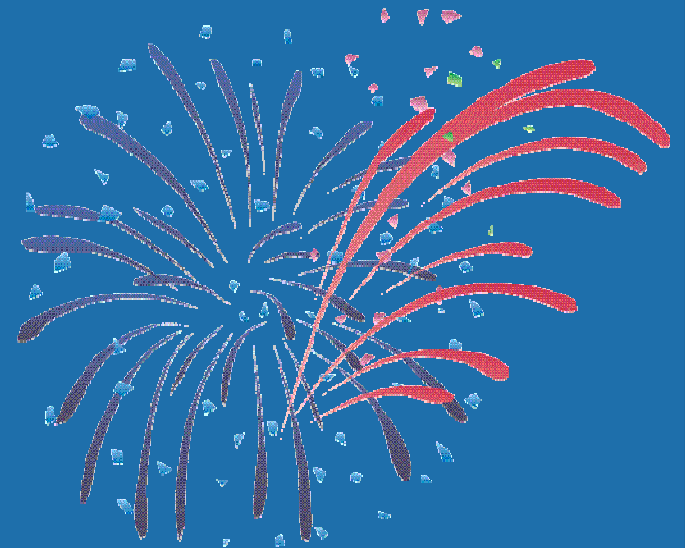
- Windows must be clean
- Need unity
- Needs a focal point
- Less is more
- Draw/sketch your display first
- Use window painting in place of a free-standing display








# Day of the Event





# Objectives are the same for a tent or booth venue

- Sell product in the booth
- Introduce new customers to the concept/products/services at your store
- Collect customer information by having a raffle for giving you their contact information
- Make them a customer after the event!



# Types of Customers

- Visitors out for the day – don't plan to spend money
- Visitors responding to the event's promotions – most likely plan to buy something
- Visitors that come for the food
- Locals checking out the madness
- Locals looking for deals due to the event
- Other shop owners and town officials looking to support their community





# Make Your Booth Stand Out

- Bright colors at 4-5 feet = eye level
- 3-4 feet = kid's items
- Giveaways and takeaways
- Use music or audio sounds
- Have someone dress up in a costume



A decorative header at the top of the slide. It features a dark blue background with three stylized white fireworks exploding. Below the fireworks is a light blue wavy line that separates the header from the main content area.

# Make Your Booth Stand Out

- Don't have everything at the same level; use backdrops, risers, tiers and stands
- Have an educational seminar or demonstration at your booth (have it listed on the program or map)









# Strategy

- Make it difficult to move quickly through the selling areas
- Have a program or map to keep people moving up and down the street
- Have directories in different locations
- Have your cash wrap in your store



# Strategy

- Attractive outdoor display with “Much more inside!”
- Refreshments inside
- Suggestive/Consultative selling at the booth



# Booth Basics are the Same!

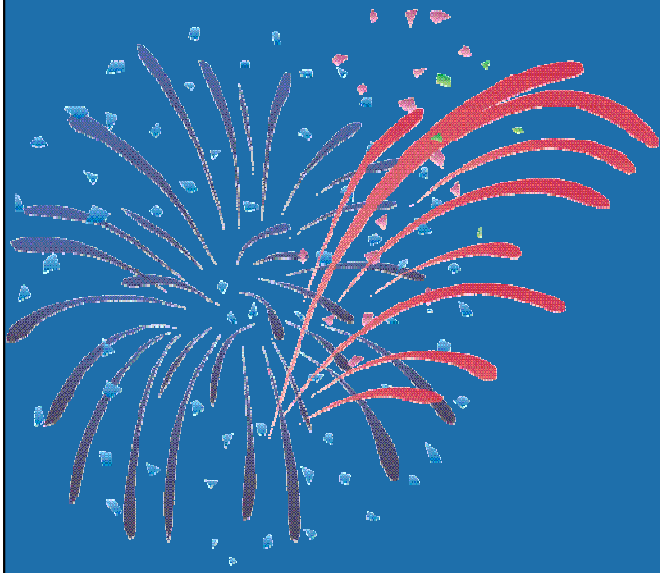
- Smile and eye contact!
- A good “opening line”
- Use of product knowledge and special pricing
- Open-ended questions
- Suggestive/Consultive questions
- Ask for the sale



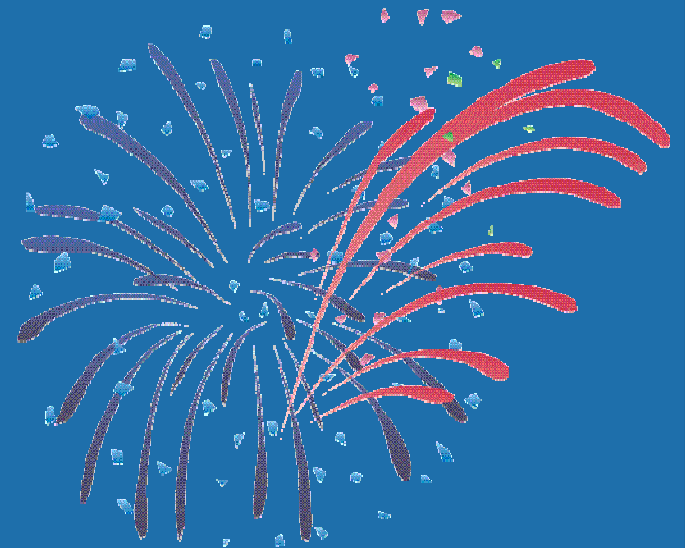
# Stay Focused on the Guests

- Never turn your back
- Don't overly interact with booth mates
- Stay off cell phones



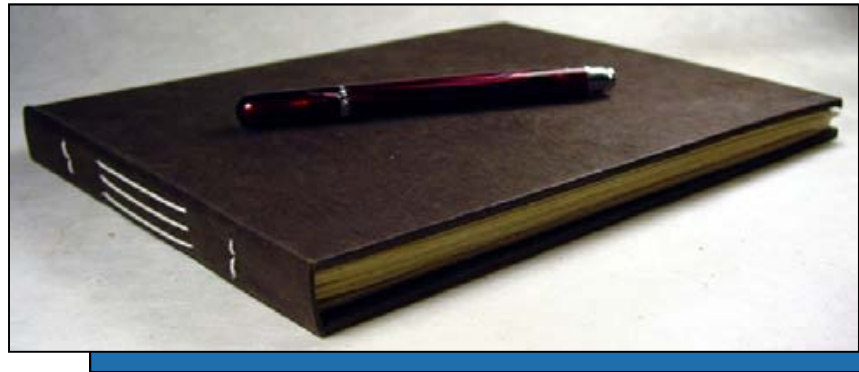


# After the Event



# Follow up!

- Guest book (stress email addresses)
- “Leave behinds” in their bags
- Regular, reasonable contact guidelines

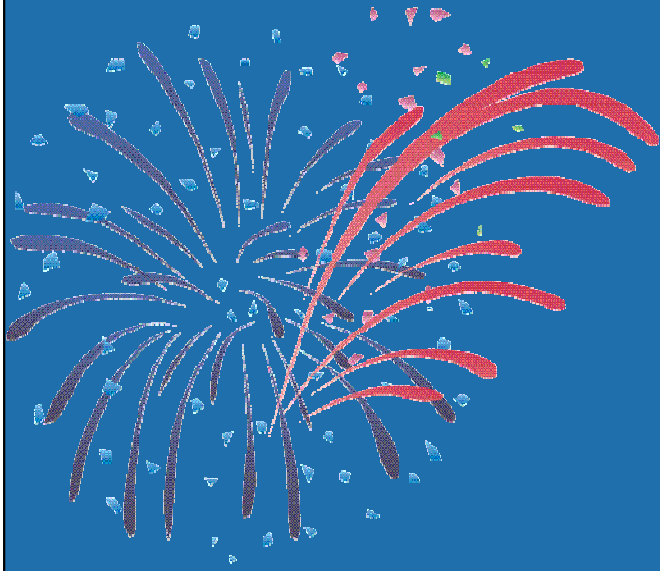




# Start Planning for Next Year

- What worked
- What didn't
- Provide your feedback to event organizers

Most events happen annually, so providing feedback right after the event will help organizers plan for next year or the next event.



What are some of your ideas  
for tying into local events?

